

STATISTA GUIDE



ABOUT STATISTA



2007

Statista was founded in Hamburg



Statistics & studies from

22,500
sources

Strong focus on
**European, US,
Asian and
global data**

More than
2,000
international
universities



Locations

NY HH

New York Hamburg

LDN

London



700

employees, among them
statisticians,
editors and database
experts

8 million
unique visitors
per month on our
international and German
websites

23,000
corporate
customers
worldwide

1.5
million
registered users

80,000
topics
on statista.com

Profile & key figures

From Hamburg start-up to one of the leading statistics portals worldwide



- One data portal comprising **four platforms** (German, English, French, Spanish)
- Over **1 million statistics** from **22,500 sources** covering **80,000 topics** and **170 industries**
- **Worldwide coverage** with a focus on data from Europe, North America & Asia
- **Over 2,000 international universities** have a Statista account
- Media partners include **Financial Times, Business Insider and Forbes**

How do people use Statista?

Students

- can easily find data for term papers, presentation or thesis
- Use it for their academic research and exam preparation
- Presentations

Libraries

- Offer their users an attractive research tool

Professors and academic researchers

- Use Statista for research and teaching purposes
- Create exam papers and
- Can use the most recent data for the creation of exams



The Statista Campus License

Focus on what is essential



All statistics

Access both Basic and Premium Statistics on 80,000 topics and 170 industries



All download formats

Access to all download functions including PPT, XLS, PNG and PDF format



All background information

Access to extensive background information about any statistic's source.



All publication rights

Ensuring quality with expertise, knowledge and multi-level monitoring

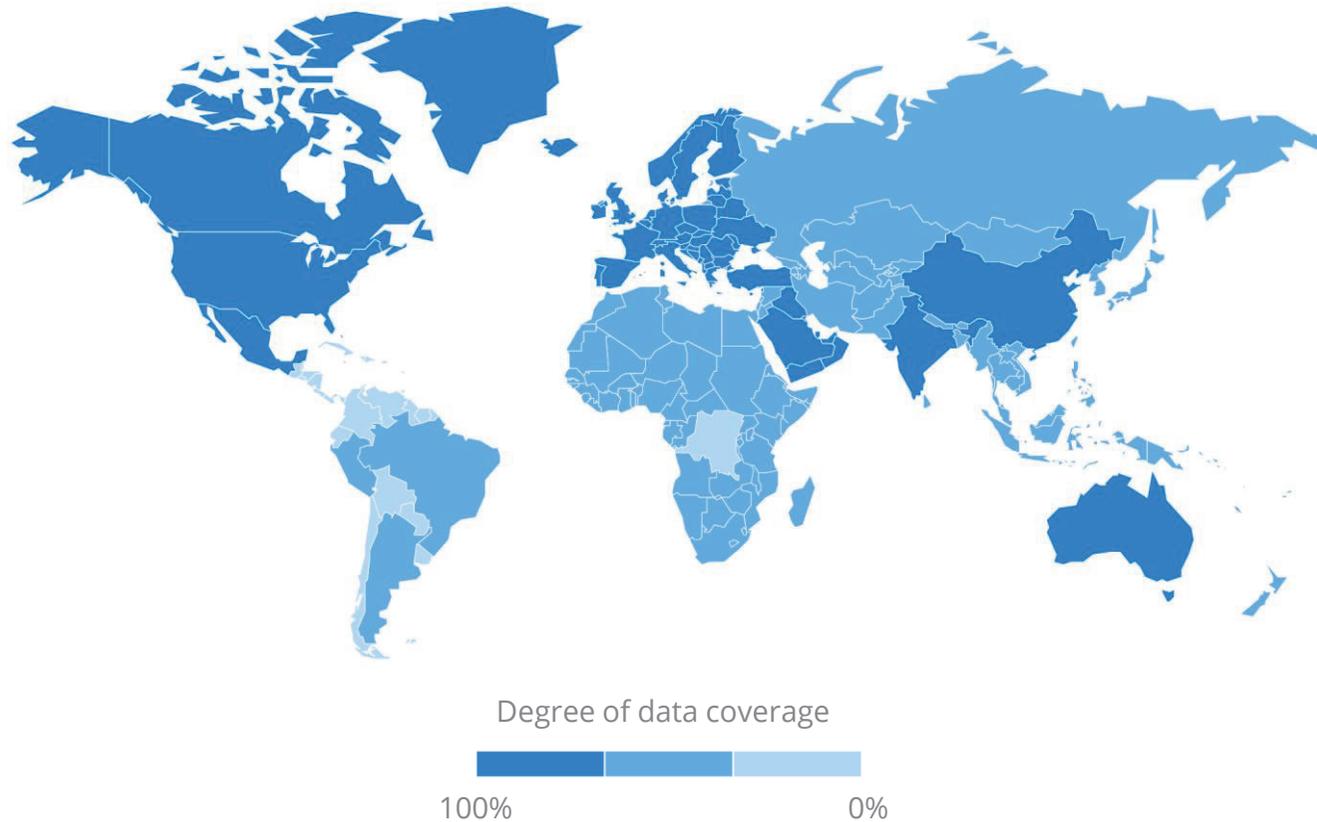


Powerful expert tools

Full access to the Digital Market Outlook, Consumer Market Outlook, company & sources databases and Publication Finder

Geographic coverage

Statista knows no boundaries when it comes to data

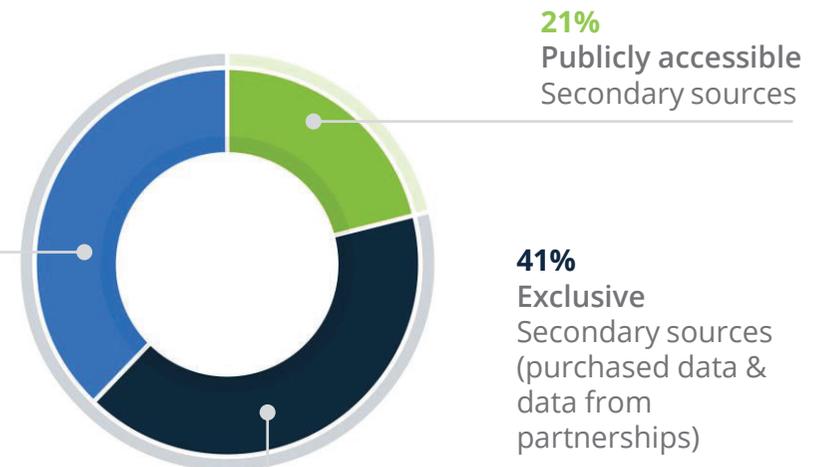


Our sources

Statista aggregates its data from more than 22,500 different sources

In addition to the surveys that it conducts itself, Statista gathers data from secondary sources, focusing on quantitative facts. Statista then makes this data available quickly and conveniently.

Where our data comes from:



CAMPUS LICENSE CONTENT



HOME PAGE – www.statista.com

Direct access via IP address

The screenshot shows the Statista homepage with several key elements:

- Header:** The Statista logo is on the left, followed by the University of Hamburg logo. A search bar on the right contains the placeholder text "Enter search term, e.g. social media".
- Navigation:** A blue horizontal menu contains links for "Statistics", "Reports", "Expert Tools", "Infographics", "Services", "Global Survey", and "NEW". A "My Account" link with a flag icon is on the right.
- Social Media:** A "Follow Statista" section on the left lists follower counts: Facebook (31.1k), Twitter (38.3k), LinkedIn (10.3k), and Instagram (1.4k).
- Main Content:** The heading "Statista – The portal for statistics" is followed by the subtext "Immediate access to over one million statistics and facts". Below this is a search bar with the placeholder "Find statistics, forecasts and studies" and a "Statista Search" button.
- Industry Tags:** A row of dark blue buttons lists various industries: "Social Media", "E-Commerce", "Smartphone", "China", "Food Industry", "Cosmetics", "Gaming", "Apparel Industry", "Film Industry", and "United States".
- Trust Signals:** A circular badge states "More than 1,500,000 users trust Statista". Below it, logos for Google, Samsung, Unilever, and P&G are displayed.
- Footer Section:** The heading "Boost Your Efficiency. Why Our Customers Love Us." is followed by a video player and two feature boxes: "Fast research, comprehensive results" and "Seamless integration into your workflow".

Annotations on the image include a blue arrow pointing from the top right to the search bar, and another blue arrow pointing from the left side to the search bar.

Keyword search function

Statista facilitates the search process through the **use of keywords**, allowing users to quickly and efficiently locate information.

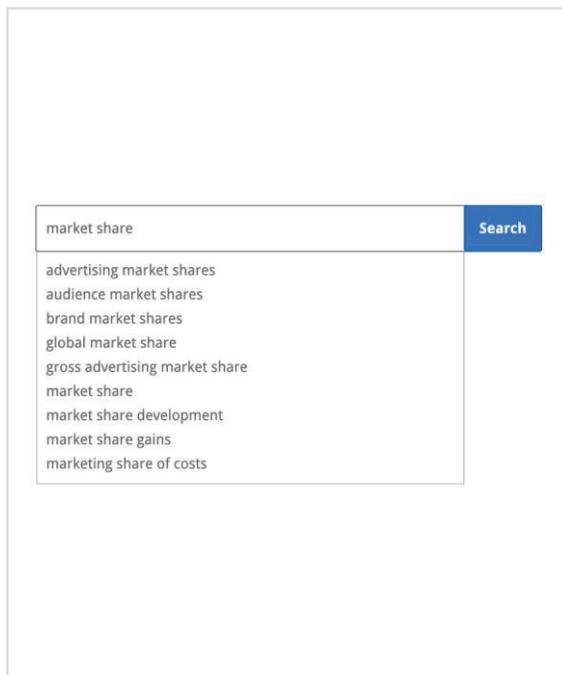
Users are offered incremental search suggestions, if a search entry starts with a related keyword.

Three steps that will revolutionize any workflow

Statista's proven one-fits-all solution

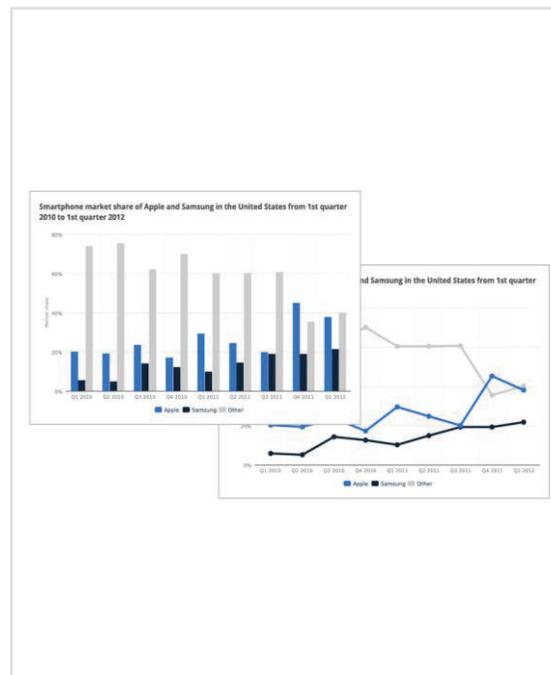
1 – Search

Enter your search term.



2 – Select

Select a statistic and have it displayed as a chart.



3 – Download

Download the data and directly embed it into your project.



The screenshot shows the Statista website interface. At the top, the Statista logo is on the left, and the text "Du bist eingeloggt über den Account der Statista GmbH" is on the right. Below the logo is a navigation bar with links for Statistics, Reports, Expert Tools, Infographics, Services, Global Survey, and a NEW button. On the right of the navigation bar are a star icon, "My Account", and a flag icon.

The search bar contains the term "fintech". Below the search bar are filters: "Sort by" set to "Relevance", and "Location Focus" set to "Deactivated".

On the left side, there is a list of categories with checkboxes and green checkmarks:

- Statistics (665)
- Forecasts & surveys (0)
- Infographics (9)
- Topics (6)
- Studies & Reports
 - Dossiers (14)
 - Statista studies (10)
 - Industry & country reports (0)
 - Additional studies (33)
- Expert tools
 - Digital Markets (112)
 - Consumer Markets (0)
 - Mobility Markets (0)
 - Companies
 - Publication Finder (BETA)

The main content area shows "SEARCH RESULTS (878)". The first result is "Fintech" with a sub-heading "Statistics and facts on Fintech". Other results include "Fintech market in Europe", "Fintech in Europe", and "Fintech". A featured section titled "FinTech | Digital Markets" shows a "Market forecast for FinTech worldwide through 2022" with buttons for "United States", "United Kingdom", "Asia", "Europe", and "worldwide", and a "56 Regions" button. Below this are more search results like "Retail banking and innovative financial solutions (Fintech) awareness in the United States" and "Fintech and Insurtech in Germany".

Search term



Quick filters



Categories



These results are displayed in different categories at the left hand side (s. explanation of each below).

Filter options



Results

Narrow down your search

Using the filter options

Search accuracy ⓘ
 Wide Normal High

Regions

All

Country

country search

- Afghanistan
- Albania
- Algeria
- Andorra
- Angola
- Antigua and Barbuda

Industry

All

Publication date

All

Archive ⓘ

no archive

Reset filters

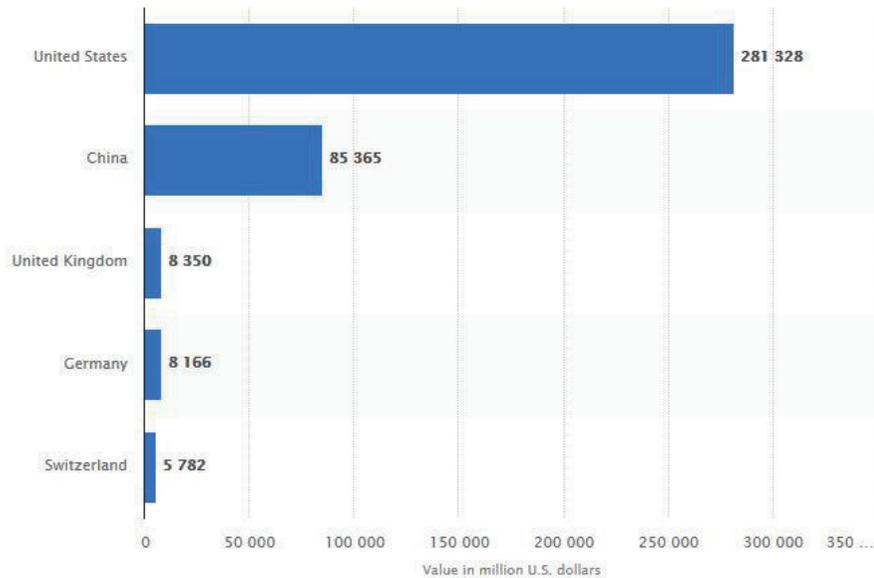
Refresh Search

- Search accuracy
- Region
- Country (multiple countries can be selected)
- Industry
- Publication date (on the platform)
- Include Archive

Sample Statistics

Overview of the statistics page

Countries with the highest FinTech personal finance transactional value worldwide in 2018 (in million U.S. dollars)*



Additional Information: Worldwide; Statista; 2017

Source: Statista (Digital Market Outlook)

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DOWNLOAD SETTINGS SHARE

PNG PDF XLS PPT

4 Download Formats

CITATION (FAQ)

Select citation

Automatic citations

DESCRIPTION SOURCE MORE INFORMATION

Source
Statista (Digital Market Outlook)

Survey by
Statista

Survey name
Digital Market Outlook

Published by
Statista (Digital Market Outlook)

Source link
[Digital Market Outlook](#)

Release date
April 2018

Brief description about the statistic

Original source link

CITATION (FAQ)

Select citation

Select citation

APA

Chicago

Harvard

MLA

Bluebook

The components of the Campus License

Statistics



Statistics

The heart of our product: **over one million statistics** from four databases: German, English, French and Spanish.*

Data on 80,000 topics and 170 industries from 22,500 sources.

Our **Premium Statistics** (approx. 93% of all statistics), are available exclusively to Premium, Corporate and Enterprise Account users.

Available to **download in XLS, PNG, PPT and PDF** format.



Forecasts & surveys

With our 5-year market forecasts our experts offer you relevant data on market trends of about 400 industries in around 40 countries.

Based on historic data and a detailed market model the future market size is calculated.

Exclusive surveys among consumers and experts

Statista's Consumer and Business Insights team conducts exclusive quantitative online and telephone surveys. The collected primary data is published in the form of statistics and as parts of studies and dossiers.



Infographics

Our infographics **visualize hot topics and issues**. Every day our data journalists publish several graphics about different topics such as Media, Society, Politics, Economy or Technology.

For more information, please visit <https://www.statista.com/chartoftheday/>.



Topic pages

With our topic pages we provide you with an **initial comprehensive overview of all content** that we offer on a certain topic.

Along with a short synopsis, these pages link to relevant dossiers and forecasts as well as the latest and most popular statistics on the topic on the chosen topic.

The components of the Campus License

Studies & reports



Dossiers

All relevant statistics on a certain topic in one document.

Dossiers focus on topics that our users access particularly often. They help you quickly and thoroughly familiarize yourself with a new topic.

All dossiers incl. detailed references are available to **download in PowerPoint and PDF** format.

They are regularly updated by research experts and new statistics are continually added.



Statista studies

Outlook reports provide background information, trends, and forecasts for the future development of several digital and consumer goods markets.

Surveys include the complete primary data tables of exclusive consumer and expert surveys conducted by Statista's Consumer and Business Insights team in Excel format.

Toplists include all top companies in a given industry or region based on revenue. They provide contact information and the most important corporate key figures.



Industry & country reports

Industry reports consolidate the most important information on industries, presenting important and insightful data about the status quo and the trends of the industry including forecasts up to 2021 including high-quality diagrams and tables which give a quick overview of the industry's current situation.

Country reports give insights into the major country trends in order to assess the risks and opportunities relevant for international business. They cover economic conditions, public finances, labor force, consumption, social development, etc., and include statistics, forecasts, survey results and analyses.



External studies

32,000 external studies, which provide a detailed insight into the general context of a specific topic.

These include studies from market researchers, organizations, companies and public institutions across more than 170 industry sectors.

The components of the Campus License

Expert tools



Digital Market Outlook (DMO)

Regularly updated **5-year forecasts on revenue, users and relevant market indicators for 8 digital core markets** covering over 50 countries and regions.

In total, the tool covers 92 segments and offers **30,000 interactive statistics**, which are available to download in PDF and Excel format.

All **comparable key figures** are based on extensive analyses of relevant indicators from the areas of society, economy, and technology.



Consumer Market Outlook (CMO)

Portrays the **18 major consumer goods markets (including passenger cars) worldwide** and more than 200 product categories.

It provides historic data and **4-year forecasts on the most relevant KPIs of each market** including market value and market size.

The forecasts are modeled using industry-specific data as well as general indicators like gross domestic product and import/export volumes of goods.



Company & sources databases

The international **company database** includes 5,500 companies and provides information about a given company's headquarters, revenue, growth and employee numbers.

Statista's **sources database** contains background information on all 22,500 sources. Includes all market research institutes, organizations, companies and governmental institutions that act as the basis of the Statista portal.



Publication Finder

The Publication Finder lets users **swiftly discover publications** on their research topic by letting them **search over 1 million studies, reports and other documents** in German or English.

All search results can be filtered by, for instance, date of publication, number of pages, industry or document type.

CAMPUS LICENSE ACCESS



Access via IP address:
Entire Campus has full access to
Statista – fast and comfortable
without the need to log in!





What others think about Statista ...

“Statista is the first database that caused students to thank me for acquiring a license.” *Andrea Lieb, Library Director, Leipzig Graduate School of Management*

“This is the best product and presentation I have ever seen in this context.”

Anselm Nye, Collections Manager at Queen Mary University London



“Offering a mind-bending array of statistics that are international in scope [...] there really is nothing else out there like Statista. It is intuitive and straightforward and many of the statistics are easily downloadable. The database makes statistics fun, and how often do we get a chance to say that?” *Library Journal*

